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ABSTRACT

A needs assessment of local residents was conducted in the Pasadena Area Community College District to provide information for college planning. Telephone interviews solicited information on residents' characteristics, knowledge of Pasadena City College (PCC), attitudes toward the college, and past and anticipated participation in college activities. The nearly 3,000 telephone calls attempted yielded responses from 691 residents. Study findings revealed that: (1) 91.6% of the respondents correctly named PCC as the community college in the area; (2) 29.1% felt they knew a great deal about PCC and 32.9% felt they knew something of the college; (3) respondents considered vocational and transfer education to be the two most important purposes of PCC; (4) 40.8% had attended classes at PCC, with 23.7% of these indicating they had attended PCC for personal enjoyment and 17.2% to improve job skills; (5) 61.6% felt courses at PCC should be tuition-free; (6) 18.1% thought it likely that they would attend classes at PCC in the next year or so and 18.2% thought it somewhat likely; (7) conflicts with work and inadequate parking facilities were among the most commonly cited difficulties associated with attending PCC; and (8) a profile of respondents likely to attend PCC showed them to be younger, more apt to be single and renters, and to be earning slightly less than those not likely to attend. The study report includes comparisons of groups with and without knowledge of PCC and of attendees and non-attendees and the survey instrument. (HB)

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Pasadena Area Community
College District
Community Needs Assessment Study
Final Report
Peter Lau
Report IR81-004, December, 1982

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VC 830 021

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Executive Summary

1. Name recognition of P.C.C. was tremendous within the community. The knowledge level of respondents increased with the likelihood of future attendance and rating of programs.

2. Vocational and transfer education ranked as the top two most important purposes of P.C.C.

3. Respondents who attended P.C.C. rated our programs higher than those who had not attended.

4. Personal enjoyment headed the list of reasons for future attendance. However, vocational and transfer education were reasons most given for future attendance of "others in household."

Community Needs Assessment

The Board of Trustees of the Pasadena Area Community College, recognizing the public service nature of a community-based college, commissioned a community needs assessment of residents within the District. The results from this study will contribute significantly to the overall college planning process, especially in relation to the recently completed Program Review by the Carvell Education Management Planning, Inc.

The Needs Assessment study was managed by the Institutional Research Office and a Community Needs Assessment Task Force. Part of the project was contracted with Facts Consolidated, a Los Angeles based opinion research firm. Specifically, Facts Consolidated developed the questionnaire with guidance from the Task Force, pretested the questionnaire, administered the final questionnaire via telephone interviews, coded the results, and key punched the results on computer cards. It is the author's opinion that Facts Consolidated provided the professional quality control and speed of operation for a valid needs assessment study. The actual telephone interviews were completed within a four day period. An in-house study would be hard pressed to match this speed.

Methods and Procedure

Households within the Pasadena City College District were sampled using a reverse telephone directory, arranged alphabetically according to street names. A total of 691 usable questionnaires were obtained from a total of close to 3,000 telephone calls over a 4 day period. Many of these telephone calls were of the disconnected or no answer variety. This number of responses gives us an error rate of 4% with a 0.95 probability. In other words, if the study were repeated 100 times, 95 times the results obtained will be within 4% of the results presented in this report.

Answers to the questionnaires were keypunched on computer cards. Data analyses were performed using the Statistical Package for Social Sciences computer program (SPSS).

Results

Results from this study are organized according to three broad categories: Knowledge of the College, Attitudes toward the College, and Participation in College activities. This type of study is sometimes called a KAP survey. It is important to understand what kind of information this type of study can and cannot provide. We can obtain some general idea concerning the community's opinion of this College. We can obtain profiles of specific subgroups. We can validate some programs that are designed to serve this community. But we cannot be too specific about which course or courses will draw students. Results regarding future participation cannot be taken firmly due to differences between verbal responses and actual behavior.

Since this is the first study of its kind in the College, we cannot compare these results with historical data. However, statewide and nationwide studies of similar nature have been performed. Appropriate comparisons with these studies will be made throughout this report.

I. Knowledge

Name recognition of Pasadena City College is tremendous, with 9 of 10 respondents correctly naming the community college in this area (Question 1). In terms of depth of knowledge, only 3 of 10 respondents said they know a great deal about the College, with another 30% saying they know only something about PCC (Question 2, Figure 1). However, it is interesting to note that of those respondents who said they were very likely or somewhat likely to attend PCC within the next year or so, the knowledge level increased to the extent that 45% of this group said they knew a great deal about PCC (Questions 2 and 10, Figure 2).

A profile comparison of groups with and without knowledge of PCC is presented in Table 1. Those who were more knowledgeable tended to be more highly educated and earned higher incomes than those with very little or no knowledge of the College. Those with very little or no knowledge tended to be female, married, over 60, Hispanics, and renters. Those who were more knowledgeable of the college also had a tendency to rate the program offerings higher than those with little or no knowledge (Table 2).

II. Attitudes

Comprehensive community colleges offer a wide variety of educational and auxillary services to the community. These services can generally be grouped under seven categories: vocational education, transfer education, general education, basic skills, personal or recreational classes, student services, and community cultural events. Recently there have been some statewide debates concerning the missions and functions of community colleges. The California Postsecondary Education Commission, for example, suggested that community colleges may not be able to be all things to all people. Other questions have been raised as to whether community colleges can continue to be comprehensive and offer quality services at the same time.

Questions 13 and 14 attempted to gauge our community's attitudes toward various goals and purposes of the College. To the extent that conclusions about relative importance can be made, the respondents obviously felt that vocational and transfer education ranked as the top two most important purposes for PCC (Figure 3).

To arrive at a relative ranking of purposes, the data can be analyzed a different way. If points were given to each rating (Very important = 4, Somewhat important = 3, Not too important = 2, and Not at all important = 1), a sort of grade point average can be calculated for each goals and purposes statement. Using

this method, vocational, transfer, and general education were ranked the highest, with basic skills, recreational classes, and student services ranked below the top three (Figure 4).

Comparing these results to a statewide study performed by the Field Corporation for the Community College Chancellor's Office, there was only one major difference among the relative rankings. The statewide respondents showed a reverse in the relative positions of general education and basic skills. Further comparison can be made between our results and that of a nationwide study performed by the Gallup Corporation for the American Association of Community and Junior Colleges. In the national study, almost twice as many respondents considered transfer education the primary function of community colleges as those who considered vocational education the primary function.

It is also instructive to compare the results of this study with the college staff's perception of community attitudes. The study by the Carvell Consulting Company indicated that 60% of our staff thinks that community members viewed transfer education important to the community, and only 30% of our staff viewed student services the same way. Results from this study indicated that our staff underestimated the community's attitudes toward transfer education and student services.

III. Participation

Previous attendance

Four of 10 respondents in our study indicated that they have attended classes at PCC (Question 4). Of this group, the largest took courses for fun or personal enjoyment, followed by improvement of skills already have. Vocational and transfer education ranked third (Question 5).

A profile of respondents who had attended PCC indicated they had higher educational levels, higher incomes, and were slightly younger than those who had not attended. They were also more likely to be single, male, white, own their own houses, and had resided in this area longer than those who had not attended (Table 3). There was a high percentage of Hispanics in the "not attended PCC" group.

Those who have attended PCC also had a tendency to rate PCC programs highly (Table 4). This is not surprising, since program rating and knowledge of PCC is also positively related. It is surprising that those who have attended also showed a high interest in attending again in the future (Table 5). Their interests were not limited to recreational type classes.

Future attendance

In terms of the likelihood that the respondents will attend PCC within the next year or so, 36% indicated that they were very or somewhat likely to attend (Question 10). Twenty four percent of the respondents indicated that some other members of their households were very or somewhat likely to attend PCC within the next year.

Reasons for future attendance followed those of previous attendance closely, with fun or personal enjoyment heading the list (Question 10a, 11a and 15, Figure 5). It is interesting to compare this set of responses with reponses to Question 13. While respondents would attend PCC mostly for personal enjoyment, they still considered vocational and transfer education most important for PCC. This may signify a separation between societal functions and personal functions of PCC as perceived by the respondents. The respondents obviously felt that it is important for PCC to offer certain programs even though these programs may not benefit themselves directly.

Reasons for difficulties in attending classes yielded interesting patterns, with "too old, ill" and "conflict with work hours" the major reasons. Those who indicated they would probably or definitely not attend classes in the near future cited the following reasons more often than those who were very or somewhat likely to attend: conflict with work hours, no babysitter, not

interested, bad parking, and unsafe at night (Table 6).

A profile of those likely to attend indicated that they were younger, more likely to be single, renters, and earned slightly lower income than those not likely to attend (Table 7).

When respondents were questioned concerning the likelihood of others in the same household would attend PCC in the near future, 23% indicated someone in their household was very likely or somewhat likely to attend. Reasons for possible attendance were different from the personal responses given earlier. While 18.5% continued to indicate personal enjoyment would be the reason, vocational education (19.1%) and transfer education (19.7%) both ranked higher. This again suggested a separation between personal interests and societal function of the college.

Conclusions

1. While respondents showed excellent name recognition of PCC, they lack deep knowledge of the College.
2. Respondents in general validated the major goals and purposes of the college, supporting the importance of vocational and transfer education.
3. In terms of possible future attendance, fun and personal enjoyment appeared to be the major reason. Others in the respondent's household may attend for different reasons, with vocational and transfer education receiving equal consideration.
4. Respondents considered a societal function of the College which may have been different from a personal function.

FIGURE 1: NAME RECOGNITION (QUEST. 1, 2)

Name

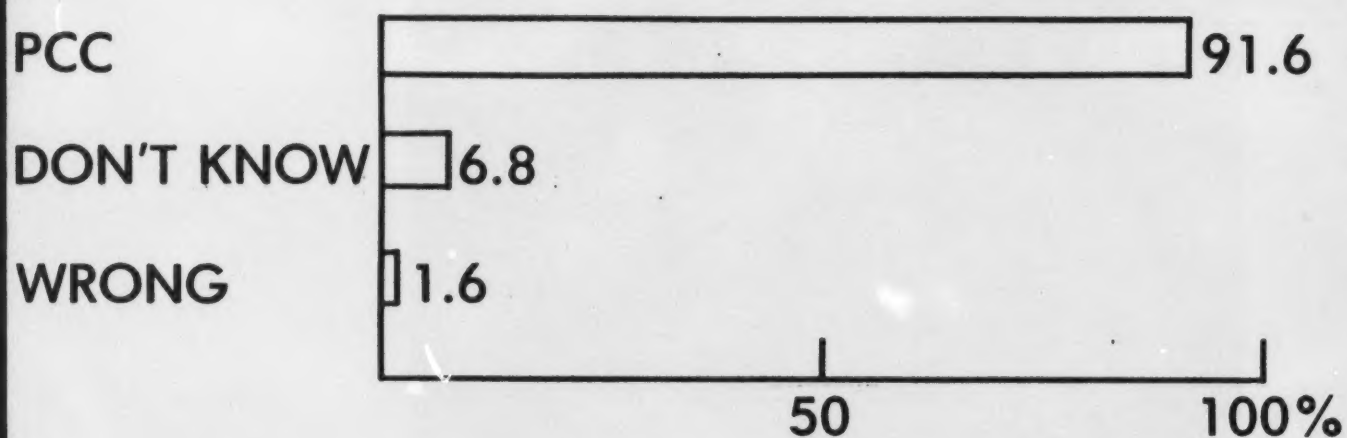


FIGURE 2: KNOWLEDGE OF PCC (QUEST. 2,10)

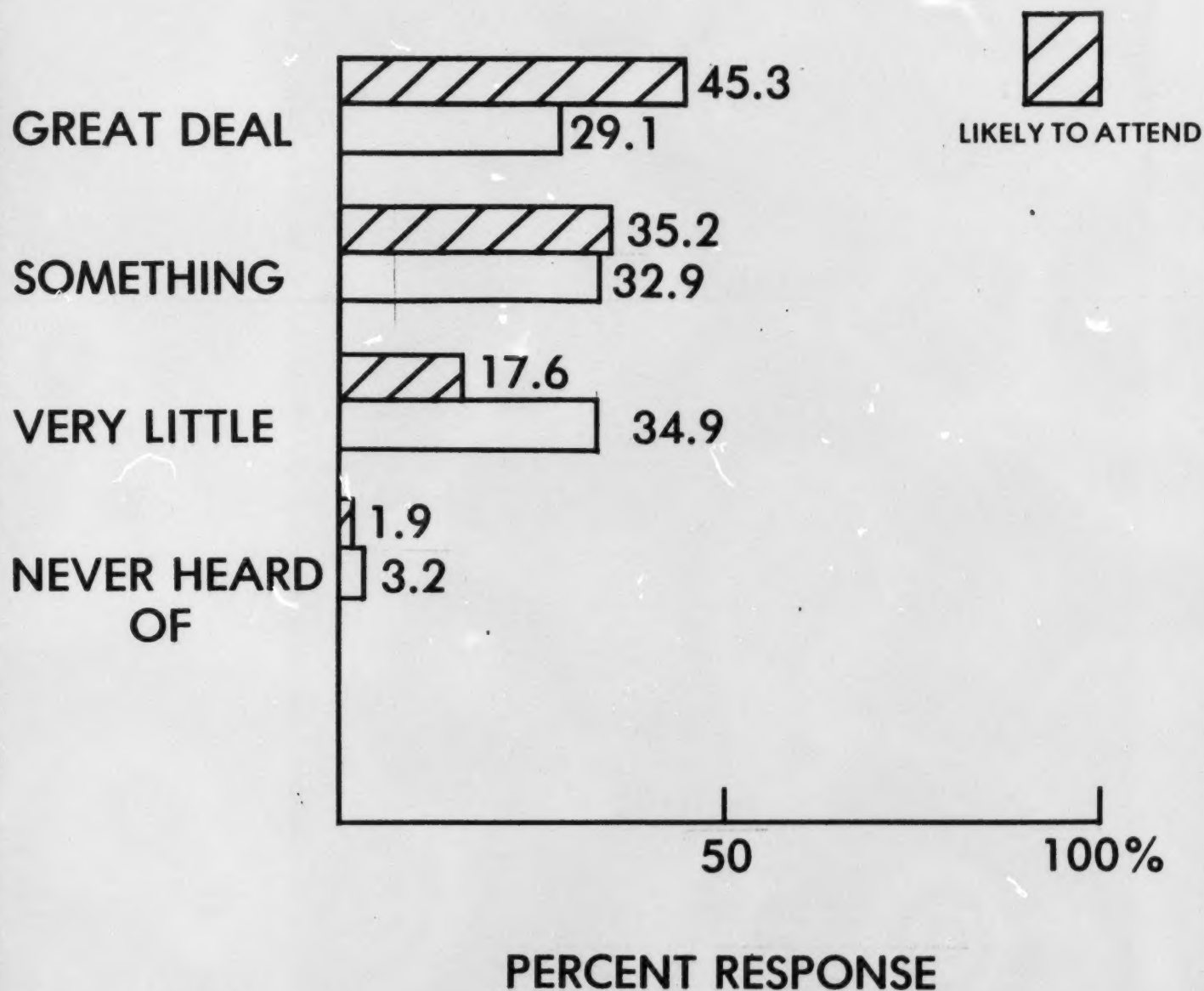
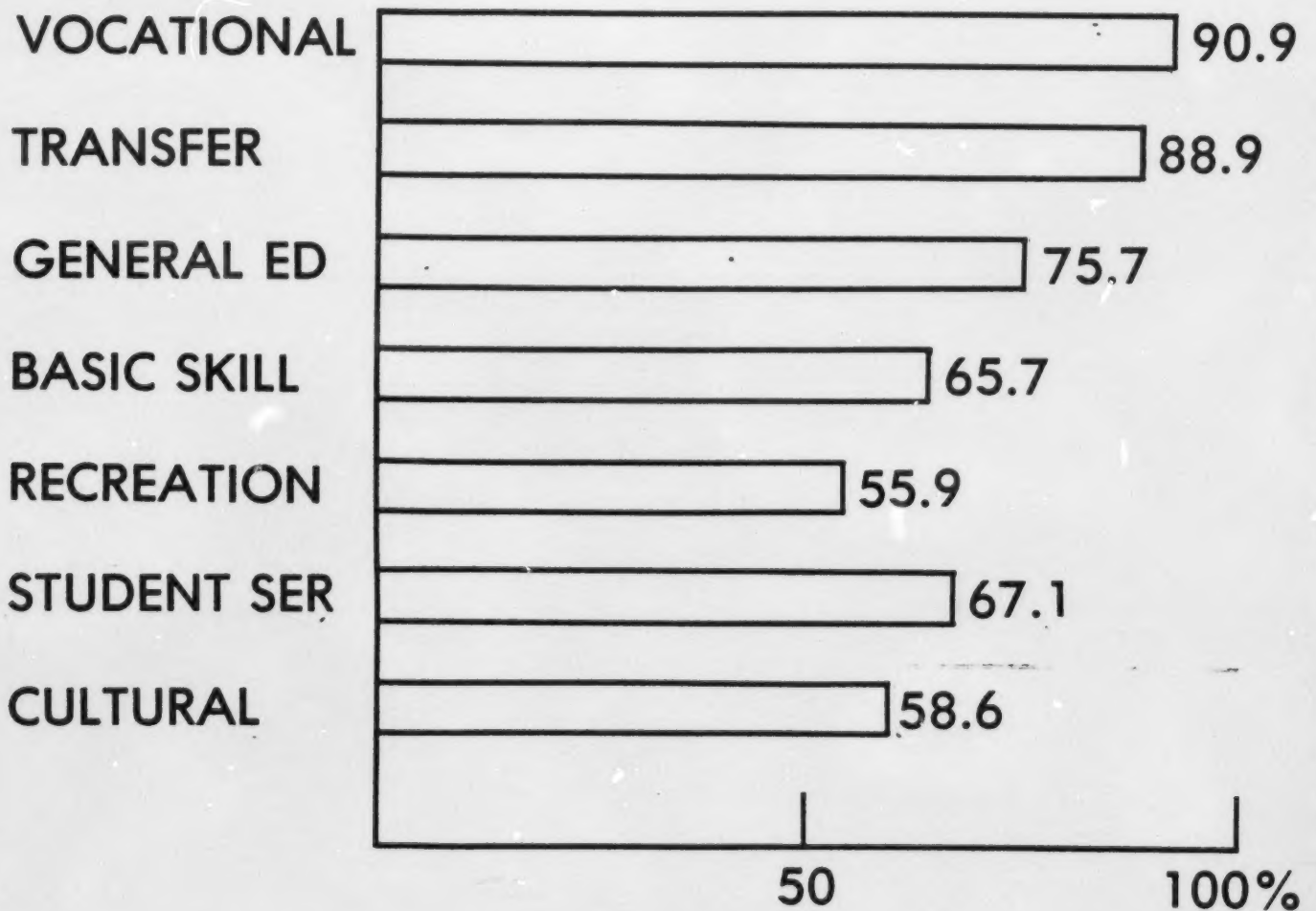


FIGURE 3: GOALS AND PURPOSES (QUEST. 13)



PERCENT ANSWER "VERY IMPORTANT"

FIGURE 4: AVERAGE RATINGS OF GOALS AND PURPOSE COMPARED TO STATEWIDE STUDY (QUEST. 13)

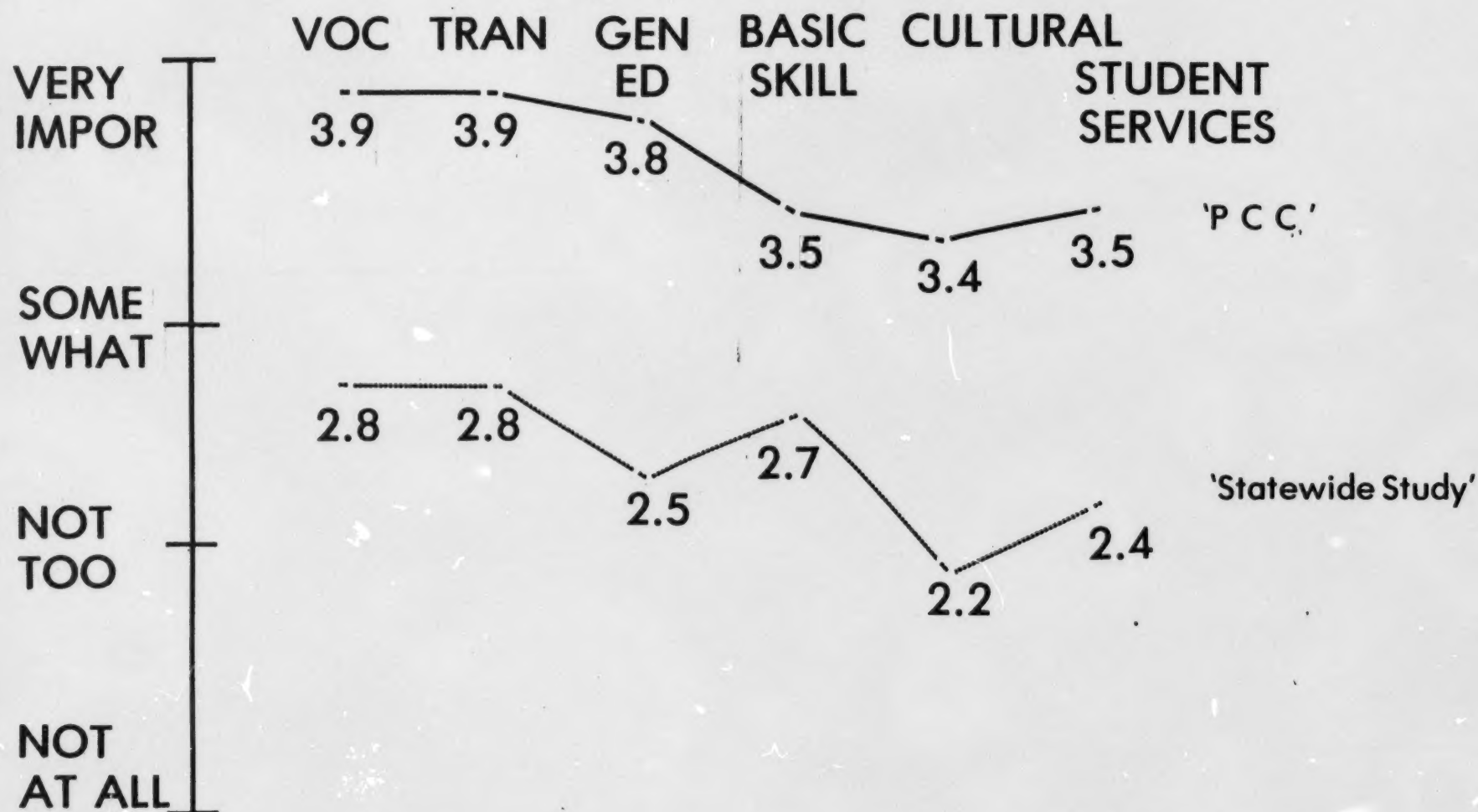


**FIGURE 5: REASONS FOR FUTURE ATTENDANCE
(QUEST. 10, 10a)**

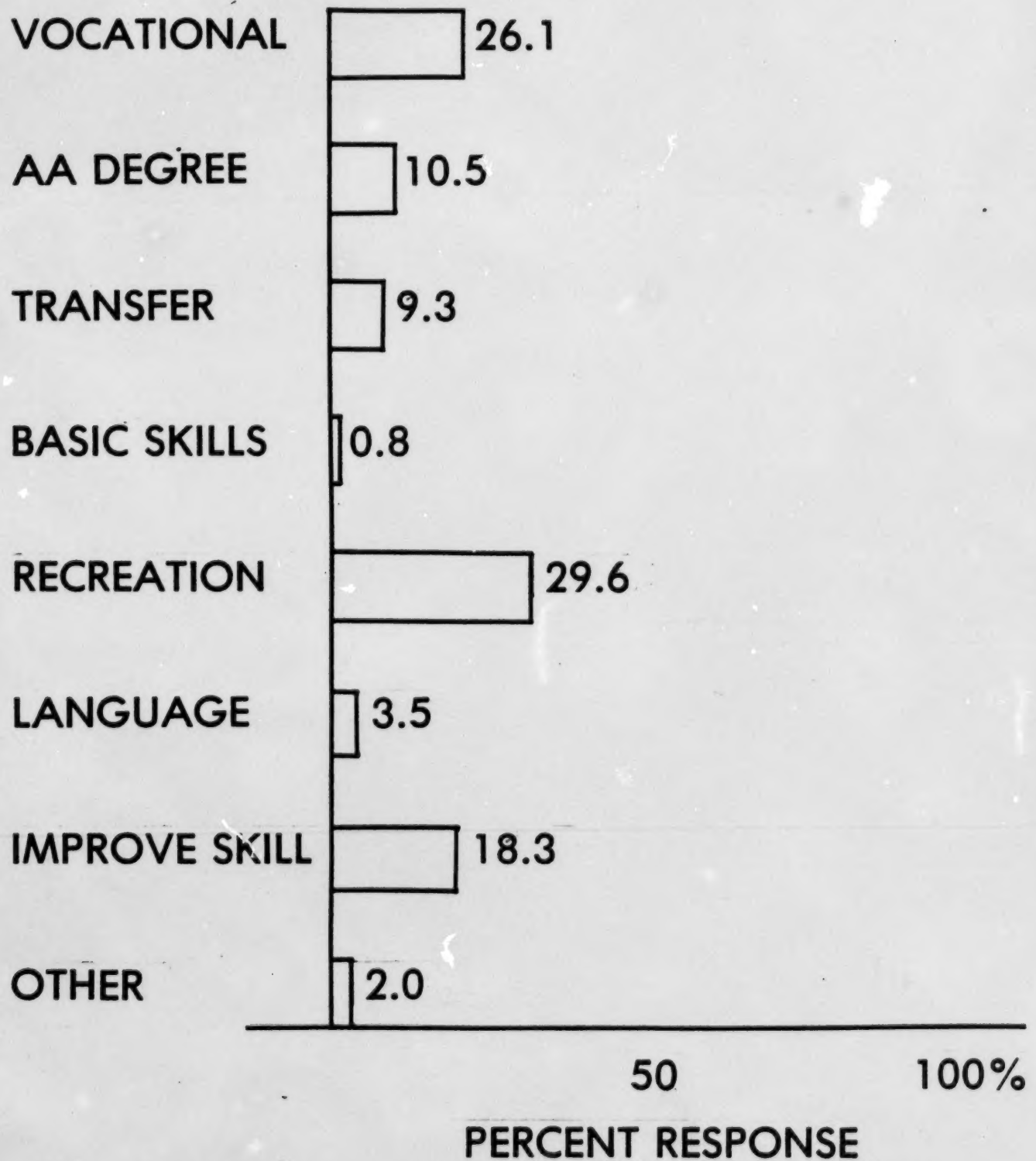


Table 1 - Profile comparison of groups with or without knowledge of PCC.

	<u>Knowledge</u>		
	Great deal	Something	Very little or none
<u>Education</u>			
Up to high school	26.8	25.5	47.6
Up to A.A.	35.7	38.4	29.3
Four-year college and above	<u>37.5</u>	<u>36.1</u>	<u>23.1</u>
Total	100.0	100.0	100.0
<u>Income</u>			
< 10,000	5.2	6.8	15.2
10,000 - 14,999	7.0	7.3	13.1
15,000 - 24,999	26.2	19.2	12.7
25,000 - 34,999	12.7	13.2	13.9
35,000 +	28.8	33.3	20.7
No answer	<u>20.1</u>	<u>20.2</u>	<u>24.4</u>
Total	100.0	100.0	100.0
<u>Sex</u>			
Male	46.7	40.6	38.0
Female	47.2	57.1	61.2
No answer	<u>6.1</u>	<u>2.3</u>	<u>0.8</u>
Total	100.0	100.0	100.0

Table 1 (cont'd)

	<u>Knowledge</u>		
	Great deal	Something	Very little or none
<u>Marital status</u>			
Single	28.8	26.0	16.9
Married	54.6	53.9	67.9
Divorced/separated	7.0	6.8	5.5
Widowed	9.2	11.9	8.9
No answer	<u>0.4</u>	<u>1.4</u>	<u>0.8</u>
Total	100.0	100.0	100.0
<u>Age</u>			
18-20	5.2	5.9	7.6
21-24	6.1	5.0	4.2
25-34	21.8	16.9	20.7
35-49	18.8	22.8	21.1
50-60	15.3	16.4	11.4
over 60	17.5	28.3	32.5
No answer	<u>15.3</u>	<u>4.7</u>	<u>2.5</u>
Total	100.0	100.0	100.0
<u>Race</u>			
White	69.0	76.3	68.4
Black	3.5	4.1	4.6
Hispanics	8.7	11.4	21.9
Oriental	1.3	1.8	1.3
Others	<u>17.5</u>	<u>6.4</u>	<u>3.8</u>
Total	100.0	100.0	100.0

Table 1 (cont'd)

	<u>Knowledge</u>		
	Great Deal	Something	Very little or none
<u>Home ownership</u>			
Own	57.6	65.3	60.3
Rent	24.0	26.9	33.8
No answer	<u>18.4</u>	<u>7.8</u>	<u>5.9</u>
Total	100.0	100.0	100.0
<u>Length of residence</u>			
< 1 yr	3.5	4.1	5.1
1-3 yrs	13.1	12.3	18.6
4-5 yrs	3.9	6.4	8.4
Over 5 yrs	59.8	70.3	61.6
No answer	<u>19.7</u>	<u>6.9</u>	<u>6.3</u>
Total	100.0	100.0	100.0

Table 2: Knowledge levels and ratings of PCC programs.

<u>Ratings</u>	<u>Knowledge</u>		
	Great Deal	Something	Very little or none
<u>Vocational education</u>			
Excellent	38.0	29.7	17.3
Good	28.8	33.8	20.3
Fair	5.2	2.7	3.4
Poor	0.9	1.4	0.4
Don't know	<u>10.9</u>	<u>29.2</u>	<u>55.7</u>
Total	100.0	100.0	100.0
<u>Transfer education</u>			
Excellent	42.8	30.6	21.9
Good	30.6	33.3	19.4
Fair	1.7	3.7	4.2
Poor	0.9	1.4	0.4
Don't know	<u>7.9</u>	<u>27.9</u>	<u>51.1</u>
Total	100.0	100.0	100.0
<u>General Education</u>			
Excellent	36.7	25.6	18.6
Good	27.5	30.1	20.7
Fair	2.2	2.7	4.2
Poor	0.4	1.4	0.4
Don't know	<u>17.0</u>	<u>37.0</u>	<u>53.2</u>
Total	100.0	100.0	100.0

Table 3: Profiles of previous attendance.

		<u>Attended PCC</u>	
		<u>Yes</u>	<u>No</u>
<u>Education</u>			
High School		10.5	39.3
A.A.		52.1	25.4
Four-year college and above		36.2	32.6
No answer		<u>1.2</u>	<u>2.7</u>
Total		100.0	100.0
<u>Income</u>			
<10,000		5.4	10.1
10,000 - 14,999		7.8	10.6
15,000 - 24,999		15.6	14.9
25,000 - 34,999		15.6	13.3
35,000 +		35.0	26.0
No answer		<u>20.6</u>	<u>25.1</u>
Total		100.0	100.0
<u>Sex</u>			
Male		43.6	39.0
Female		56.4	60.7
No answer		<u>0</u>	<u>0.3</u>
Total		100.0	100.0

Table 3 (cont'd)

		<u>Attended</u>	
<u>Marital status</u>		<u>Yes</u>	<u>No</u>
Single		25.3	18.3
Married		59.5	62.9
Divorced/separated		7.0	6.4
Widowed		7.8	11.1
No answer		<u>0.4</u>	<u>1.3</u>
Total		100.0	100.0
<u>Age</u>			
18 - 20		5.8	7.2
21 - 24		6.2	5.0
25 - 34		24.9	18.6
35 - 49		21.8	23.1
50 - 60		19.1	13.0
over 60		21.8	32.4
No answer		<u>0.4</u>	<u>0.7</u>
Total		100.0	100.0
<u>Race</u>			
White		80.9	73.5
Black		4.3	4.2
Hispanics		9.3	18.6
Oriental		1.6	1.6
No answer		<u>3.9</u>	<u>2.1</u>
Total		100.0	100.0

Table 3 (cont'd)

	<u>Attended PCC</u>	
	<u>Yes</u>	<u>No</u>
<u>Home ownership</u>		
Own	72.0	61.8
Rent	24.9	34.2
No answer	<u>3.1</u>	<u>4.0</u>
Total	100.0	100.0
<u>Length of residence</u>		
< 1 yr	1.6	6.6
1 - 3 yrs	14.0	17.0
4 - 5 yrs	5.8	7.4
Over 5 yrs	74.3	65.3
No answer	<u>4.3</u>	<u>3.7</u>
Total	100.0	100.0

Table 4: Ratings of PCC programs and previous attendance.

<u>Ratings</u>	<u>Attended PCC</u>	
	<u>Yes</u>	<u>No</u>
Vocational education		
Excellent	41.6	22.8
Good	35.4	25.7
Fair	4.7	3.7
Poor	0.4	1.3
Don't know	<u>17.9</u>	<u>46.5</u>
Total	100.0	100.0
Transfer education		
Excellent	48.2	24.7
Good	31.5	28.6
Fair	3.9	3.2
Poor	0.8	1.1
Don't know	<u>15.6</u>	<u>42.4</u>
Total	100.0	100.0
General education		
Excellent	42.4	19.9
Good	30.4	26.5
Fair	3.5	3.2
Poor	0.4	1.1
Don't know	<u>23.3</u>	<u>49.3</u>
Total	100.0	100.0

Table 5: Previous attendance and interest in future attendance.

<u>Attended PCC</u>		
<u>Interest in future attendance</u>	<u>Yes</u>	<u>No</u>
Vocational education		
Great deal	29.2	17.8
Some	16.7	13.0
A little	8.6	8.2
None	43.2	54.9
Don't know	<u>2.3</u>	<u>6.1</u>
Total	100.0	100.0
Transfer education		
Great deal	21.4	14.6
Some	11.3	6.6
A little	6.2	7.4
None	57.6	65.5
Don't know	<u>3.5</u>	<u>5.9</u>
Total	100.0	100.0
General education		
Great deal	23.0	14.6
Some	16.3	11.9
A little	7.4	7.2
None	48.2	58.1
Don't know	<u>5.1</u>	<u>8.2</u>
Total	100.0	100.0

Table 6: Reasons for difficulties in attending college classes.

Attendance

<u>Reasons for difficulty</u>	<u>Very likely or</u>	<u>Probably not or</u>
	<u>Somewhat likely</u>	<u>definitely not</u>
Conflict with work	21.2	26.0
Not enough time	7.3	4.8
Too far away	8.5	4.8
No babysitter	4.2	13.2
Not interested	2.7	13.9
Enough education	3.9	1.7
Can't afford to	5.4	3.6
Not enough education	16.2	14.4
Bad parking	18.9	24.3
Unsafe at night	1.9	22.4
Too old, ill	43.6	40.4

Table 7: Profile of respondents likely to attend PCC in the future.

Future Attendance

	<u>Very or Somewhat likely</u>	<u>Probably not or Definitely not</u>
<u>Marital status</u>		
Single	36.7	15.1
Married	49.4	65.4
Divorced/Separated	5.0	7.0
Widowed	8.1	11.5
<u>Age</u>		
18 - 20	11.6	3.1
21 - 24	5.8	4.8
25 - 34	28.2	15.1
35 - 49	17.0	23.8
50 - 60	13.9	14.9
Over 60	10.8	36.1
<u>Race</u>		
White	64.9	76.7
Black	5.4	3.1
Hispanics	11.6	16.1
Oriental	2.7	0.7

Table 7 (cont'd)

	<u>Very or Somewhat likely</u>	<u>Probably not or Definitely not</u>
<u>Home ownership</u>		
Own	52.9	67.5
Rent	31.3	27.2
<u>Education</u>		
High School	32.4	31.5
College	35.5	33.4
Post-graduate	21.2	33.2
<u>Income</u>		
< 10,000	8.5	9.4
10,000 - 14,999	9.7	8.9
15,000 - 24,999	27.8	12.7
25,000 - 34,999	11.6	14.7
35,000 +	25.9	29.1

STUDY #70001
APRIL 1982

FACTS CONSOLIDATED
Los Angeles, CA.

Interviewer: _____
Date: _____

WE'RE CONDUCTING A SURVEY AMONG PEOPLE IN THIS AREA TO MEASURE PUBLIC OPINION ABOUT SOME LOCAL CONCERNS. AS YOU PROBABLY KNOW HERE IN CALIFORNIA WE HAVE LOCAL COMMUNITY COLLEGES. THESE ARE TWO YEAR COLLEGES SOMETIMES CALLED COMMUNITY OR JR. COLLEGE.

N=691

1. Do you happen to know the name of the community college in this area?

Pasadena City College 91.6 Don't Know 6.8 Wrong Answer 1.6 4-
(Name of community college in this area)

IF RESPONDENT DOES NOT MENTION PCC SAY: "The Community College that serves this area is PASADENA CITY COLLEGE".

IF RESPONDENT ANSWERS CORRECTLY, SAY: "Yes, it is PASADENA CITY COLLEGE".

2. Would you say that:

- a) You know a great deal about P.C.C. . . . 5-1 29.1
- b) That you know only something about it.. 2 32.9
- c) That you know very little about it.... 3 34.9
- d) Or that until this interview you had never even heard of it..... 4 3.2

3. Have you ever heard of the COMMUNITY SKILLS CENTER? (located near S. Lake St., Pasadena)

IF "YES": YES..... 6-1 27.9
NO..... -2 70.5

3a. How did you hear about the COMMUNITY SKILLS CENTER?

- a) Work there..... 7-1 0.9
- b) Student there..... -2 3.8
- c) Friend or Relative..... -3 10.4
- d) Newspaper..... -4 5.6
- e) Class Schedule..... -5 0.6
- f) KPCC Radio..... -6 5.5
- g) Other: -7 0.3

Specify Unemployment Office
See attached

4. Have you ever attended classes at P.C.C.?

IF "YES": YES..... 10-1 40.8
NO..... -2 59.2

4a. How long ago was that?

- a) Presently attending..... 11-1 3.8
- b) Within the past year..... -2 5.4
- c) 1 - 2 years..... -3 6.9
- d) 3 - 5 years..... -4 7.8
- e) 6 or more years ago..... -5 15.9

5. Thinking about the classes you took or are taking, (or if you were to take classes at P.C.C.), which of these best describes your main reason for doing so?

- *a) To learn a specific job skill..... 12-1 13.0
- b) To get an AA Degree..... -2 8.4
- c) To prepare for a 4 year College/Univ. -3 11.0
- d) To learn basics-Reading, Writing, and Arithmetic..... -4 0.7
- e) For fun or personal enjoyment..... -5 23.7
- f) To learn another language..... -6 4.5
- g) To improve skills that already have.. -7 17.2

not interested -8 21.1
13-14

*IF TO LEARN A SPECIFIC JOB SKILL, Ask: See attached

5a. Is that to train or prepare you for your first job, to move up in your current line of work, or to train for a different type of work?

- a) First job..... 15-1 2.6
- b) Move up..... -2 4.6
- c) Train for different work..... -3 4.5
- d) Other: -4 0.4

Personal Enrichment -5 0.1

Specify

Personal enrichment 16
-5 0.1

6. Have you attended any of the following activities at PASADENA CITY COLLEGE?

- | (P.C.C.) | YES | NO |
|--------------------------|--------|---------|
| a) SPORTS EVENTS..... | 1 15.6 | 2 84.4 |
| b) CONCERTS or PLAYS.... | 1 22.0 | 2 77.9 |
| c) LECTURES or SEMINARS. | 1 19.7 | 2 79.9 |
| d) CLASSES..... | 1 34.6 | 2 64.4 |
| e) NONE OF THE ABOVE.... | | 49.321- |

STUDY #70001
APRIL 1982

FACTS CONSOLIDATED
Los Angeles, CA.

Interviewer: _____
Date: _____

WE'RE CONDUCTING A SURVEY AMONG PEOPLE IN THIS AREA TO MEASURE PUBLIC OPINION ABOUT SOME LOCAL CONCERNS. AS YOU PROBABLY KNOW HERE IN CALIFORNIA WE HAVE LOCAL COMMUNITY COLLEGES. THESE ARE TWO YEAR COLLEGES SOMETIMES CALLED COMMUNITY OR JR. COLLEGE.

N=691

1. Do you happen to know the name of the community college in this area?

Pasadena City College 91.6 Don't Know 6.8 Wrong Answer 1:6 4-
(Name of community college in this area)

IF RESPONDENT DOES NOT MENTION PCC SAY: "The Community College that serves this area is PASADENA CITY COLLEGE".

IF RESPONDENT ANSWERS CORRECTLY, SAY: "Yes, it is PASADENA CITY COLLEGE".

2. Would you say that:

- a) You know a great deal about P.C.C. . 5-129.1
- b) That you know only something about it..2 32.9
- c) That you know very little about it.... 3 34.9
- d) Or that until this interview you had never even heard of it..... 4 3.2

3. Have you ever heard of the COMMUNITY SKILLS CENTER? (located near S.Lake St., Pasadena)

YES..... 6-1 27.9

IF "YES":

NO..... -2 70.5

3a. How did you hear about the COMMUNITY SKILLS CENTER?

- a) Work there..... 7-1 0.9
- b) Student there..... -2 3.8
- c) Friend or Relative..... -3 10.4
- d) Newspaper..... -4 5.6
- e) Class Schedule..... -5 0.6
- f) KPCC Radio..... -6 5.5
- g) Other: -7 0.3

Specify Unemployment office
See attached

4. Have you ever attended classes at P.C.C.?

YES..... 10-1 40.8

IF "YES":

NO..... -2 59.2

4a. How long ago was that?

- a) Presently attending..... 11-1 3.8
- b) Within the past year..... -2 5.4
- c) 1 - 2 years..... -3 6.9
- d) 3 - 5 years..... -4 7.8
- e) 6 or more years ago..... -5 15.9

5. Thinking about the classes you took or are taking, (or if you were to take classes at P.C.C.), which of these best describes your main reason for doing so?

- *a) To learn a specific job skill.....12-1 13.0
- b) To get an AA Degree..... -2 8.4
- c) To prepare for a 4 year College/Univ. -3 11.0
- d) To learn basics-Reading, Writing, and Arithmetic..... -4 0.7
- e) For fun or personal enjoyment..... -5 23.7
- f) To learn another language..... -6 4.5
- g) To improve skills that already have.. -7 17.2

Not interested -8 21.1
13-14

*IF TO LEARN A SPECIFIC JOB SKILL, Ask a

5a. Is that to train or prepare you for your first job, to move up in your current line of work, or to train for a different type of work?

- a) First job.....13-1 2.6
- b) Move up..... -2 4.6
- c) Train for different work..... -3 4.5
- d) Other: -4 0.4

Personal Enrichment -5 0.1

Specify

Personal Enrichment 16
-5 0.1

6. Have you attended any of the following activities at PASADENA CITY COLLEGE?

- | (P.C.C.) | YES | NO |
|--------------------------|--------|--------|
| a) SPORTS EVENTS..... | 1 15.6 | 2 42.7 |
| b) CONCERTS or PLAYS.... | 1 22.0 | 2 77.9 |
| c) LECTURES or SEMINARS. | 1 19.7 | 2 79.9 |
| d) CLASSES..... | 1 34.6 | 2 64.4 |
| e) NONE OF THE ABOVE.... | | 49.3 |

7. As far as you know, if California residents take courses at P.C.C., do they have to pay tuition for these courses or not?

- a) Yes, they do pay.....22-1 15.1
- b) No, they do not pay..... -2 60.8
- c) Not sure/Don't know whether they pay or not..... -3 24.2

8. As far as you know, do property taxes pay a percentage of the operating costs of P.C.C.?

- a) Yes, property taxes pay percentage of operating costs 23-1 54.4
- b) No, they do not..... -2 6.5
- c) Not sure/Don't know..... -3 34.1

Well, at present California residents take courses at Pasadena City College without paying any tuition. Sometimes there are fees, but one can take courses at P.C.C. without paying tuition as part of the free public education system.

PASADENA CITY COLLEGE is supported almost entirely by State and Local Taxes.

9. Do you think P.C.C. should continue to offer college courses as part of the free public education system, or do you think people should have to pay tuition for the college courses they take at P.C.C.?

- a) Should be tuition-free..... 24-1 61.6
- b) Should pay tuition..... -2 25.0
- c) Other: _____ -3 4.1
- Specify
- d) Don't know..... -4 8.8

.4

RECORD COMMENTS IN DETAIL

10. How likely is it that you
will attend classes at
P.C.C. within the next
year or so? (RECORD BELOW)

11. How likely is it that some
other member of your household
will attend classes at P.C.C.
within the next year or so?
(RECORD BELOW)

Q.10 YOU WILL ATTEND

Q. 11 OTHER IN HOME WILL

**VERY LIKELY.....	29-18.1		33-1	15.5
**SOMEWHAT LIKELY.....	-218.2		-2	8.4
PROBABLY NOT.....	-318.1		-3	11.3
DEFINITELY NOT.....	-445.6		-4	36.6
	DON'T KNOW ABOUT OTHERS...		-5	12.2
	NO OTHERS IN THIS HOME.....		-6	15.1

**IF VERY OR SOMEWHAT LIKELY, Ask 10a/11a:

Q.10a YOUR REASONS

Q.11a REASONS OTHERS HAVE

a) To learn specific job skills.	30-1 7.2	31-1 -	32-1 -	34-1 4.5	35-1 -	36-1 -
b) To get an AA Degree.....	-2 1.9	-2 0.6	-2 0.1	-2 2.5	-2 0.6	-2 -
c) To prepare for a 4 yr. College/University.....	-3 3.9	-3 0.7	-3 -	-3 4.9	-3 1.0	-3 0.3
d) To learn basics- Reading, Writing, Arithmetic.....	-4 0.3	-4 0.3	-4 -	-4 0.3	-4 0.1	-4 -
e) For fun or personal enjoy- ment.....	-5 12.4	-5 0.7	-5 -	-5 4.5	-5 0.6	-5 -
f) To learn another language...	-6 1.4	-6 1.4	-6 0.7	-6 1.4	-6 0.3	-6 0.1
g) To improve skills already have.....	-7 8.0	-7 3.0	-7 1.0	-7 3.9	-7 0.9	-7 1.0
h) Other: _____ (Specify)	-8 0.9	-8 0.4	-8 -	-8 1.2	-8 0.1	-8 -
	31 - 32			35 - 36		

12. What kinds of things make it difficult for you to attend college classes? Can you tell me to what degree any of the following applies to you?

Would you say it ALWAYS APPLIES, SOMETIMES APPLIES, or APPLIES NOT AT ALL?

MAKES DIFFICULT DUE TO:	ALWAYS	SOMETIMES	NOT AT ALL
A) CONFLICT WITH WORK HRS.	1 20.5.....	2 10.9.....	3 68.5... 37-
B) NOT ENOUGH TIME.....	1 25.3.....	2 13.5.....	3 61.1..... 38-
C) SCHOOLS TOO FAR AWAY.....	1 4.1.....	2 32.....	3 92.6... 39-

D) NO BABYSITTER.....	1 4.5.....	2 39.....	3 913... 40-
E) NOT INTERESTED IN COURSES OFFERED.....	1 9.3.....	2 64.....	3 84.4... 41-
F) HAVE ENOUGH EDUCATION ALREADY..	1 9.1.....	2 5.9.....	3 84.9... 42-
G) CAN'T AFFORD IT.....	1 2.3.....	2 4.9.....	3 92.5... 43-
H) DON'T HAVE ENOUGH EDUCATION TO TAKE COLLEGE COURSES.....	1 2.7.....	2 2.3.....	3 94.8... 44-
I) PARKING IS BAD.....	1 15.3.....	2 14.8.....	3 69.6... 45-
J) UNSAFE AT NIGHT.....	1 22.9.....	2 11.4.....	3 65.4... 46-
K) AM TOO OLD, ILL.....	1 15.6.....	2 3.2.....	3 80.6... 47-
OTHER: _____	1 3.0.....	2 3 1.0... 48-	

49-

50-

I'm going to read you a list of statements that tell some of the goals and purposes of the Cal. Community Colleges. For each one I would like to know how important you feel it is for P.C.C. to be doing it; How you would rate the job they are doing; and Your interest in that goal or purpose. (ASK FOR EACH OF THE FOLLOWING STATEMENTS)

STATEMENTS OF GOALS & PURPOSES:	Q.13 How important do you feel it is for P.C.C. to be doing this? Would you say.....						Q.14 What kind of a job is P.C.C. doing with this? Would you say.....				
	Very Important	Some What	Not Too	Not At All	DK		EXCELLENT	GOOD	ONLY FAIR	POOR	DK
A. To provide the kinds of classes and instruction that can teach specific job skills so that students can qualify for jobs, or move up in their present jobs, or learn another career. <i>3.9</i>	51-1 90.9	-2 4.8	-3 0.3	-4 0.6	-5 3.5		58-1 30.4	-2 30.4	-3 4.3	-4 1.2	-5 33.7
B. To provide the kinds of classes and instruction that give students the required subjects and background to transfer to a 4 year college/university. <i>3.91</i>	52-1 88.9	-2 5.5	-3 1.0	-4 0.3	-5 4.3		59-1 33.9	-2 30.8	-3 3.9	-4 1.0	-5 30.4
C. To provide the kinds of classes and instruction that will allow students to learn more about the broad field of learning, so that they can continue their education. <i>3.8</i>	53-1 75.7	-2 13.3	-3 1.4	-4 0.7	-5 8.8		60-1 29.4	-2 28.8	-3 3.6	-4 0.9	-5 37.3
D. To help students learn and improve the basic skills of reading, writing, and arithmetic. <i>3.5</i>	54-1 65.7	-2 14.0	-3 5.9	-4 6.8	-5 7.1		61-1 22.3	-2 26.0	-3 4.2	-4 1.6	-5 45.3
E. To provide people with an opportunity to take classes for fun or personal enjoyment. <i>3.3</i>	55-1 55.9	-2 23.9	-3 8.5	-4 5.5	-5 6.1		62-1 26.9	-2 28.5	-3 4.2	-4 1.3	-5 38.9
F. To provide students who need it with services like counseling and child care, & to provide students & the community with job placement services. <i>3.5</i>	56-1 67.1	-2 12.4	-3 5.6	-4 5.6	-5 8.8		63-1 20.1	-2 21.3	-3 4.8	-4 1.6	-5 52.2
G. To provide special cultural and recreational events that are open to students and the community. <i>3.5</i>	57-1 58.6	-2 22.0	-3 9.4	-4 3.6	-5 6.4		64-1 22.3	-2 30.2	-3 4.1	-4 1.2	-5 42.3

I'm going to read you a list of statements that tell some of the goals and purposes of the Cal. Community Colleges. For each one I would like to know how important you feel it is for P.C.C. to be doing it; How you would rate the job they are doing; and Your interest in that goal or purpose.

(ASK FOR EACH OF THE FOLLOWING STATEMENTS)

STATEMENTS OF

GOALS & PURPOSES:

A. To provide the kinds of classes and instruction that can teach specific job skills so that students can qualify for jobs, or move up in their present jobs, or learn another career.

B. To provide the kinds of classes and instruction that give students the required subjects and background to transfer to a 4 year college/university.

C. To provide the kinds of classes and instruction that will allow students to learn more about the broad field of learning, so that they can continue their education.

D. To help students learn and improve the basic skills of reading, writing, and arithmetic.

E. To provide people with an opportunity to take classes for fun or personal enjoyment

F. To provide students who need it with services like counseling and child care, & to provide students & the community with job placement services.

G. To provide special cultural and recreational events that are open to students and the community.

Q.15 How much interest do you have in going to school for this purpose?
Would you say.....

Great Deal Of Interest	SOME	Only A Little	NONE	DK
65-1 23.4	-2 15.3	-3 9.0	-4 47.9	-5 4.3
66-1 18.8	-2 10.1	-3 7.7	-4 58.8	-5 4.6
67-1 19.4	-2 14.5	-3 8.1	-4 51.5	-5 6.5
68-1 15.8	-2 10.4	-3 6.5	-4 60.9	-5 5.6
69-1 27.9	-2 24.7	-3 8.2	-4 34.0	-5 5.1
70-1 14.5	-2 11.3	-3 6.8	-4 60.1	-5 7.2
71-1 19.5	-2 21.1	-3 10.0	-4 44.0	-5 5.4

16. Who do you think does go to P.C.C.? (Please describe the kind of people that would be likely to go to P.C.C. Would they be YOUNG, OLD, RICH, POOR, NATIVE or FOREIGN BORN, LATINOS, BLACKS, WHITE, ORIENTAL, OR WHAT?)

See attached

72-
73-
74-
75-
76-
77-
5-
6-
7-
8-
9-
10-

- 16.a What is likely to be their main purpose of going to P.C.C.? What exactly do you think they intend to get out of their classes there?

11

17. What contributions does P.C.C. make to this community? As far as you're concerned, what does P.C.C. do for this area and for the people in it?

11

11-
12-
13-
14-
15-
16-

18. What kinds of specific suggestions can you make to P.C.C. so that they can better serve the needs of the community? (PROBE: What kinds of things should P.C.C. be doing that they're not doing at present?)

11

17-
18-
19-
20-
21-
22-

DEMOGRAPHICS

A. SEX

Male 23-1 40.5
Female -2 59.5

B. MARITAL STATUS

Single 24-1 21.7
Married -2 61.5
Divorced/Separated -3 6.5
Widowed -4 9.4

Refused 0.6

C. AGE

18 - 20 25-1 7.1
21 - 24 -2 5.6
25 - 34 -3 20.5
35 - 49 -4 23.2
50 - 60 -5 15.3
Over 60 -6 27.8

Refused 0.4

D. HOUSEHOLD COMPOSITION

18 yrs & over see attached 26-
Under 18 yrs 11 27-
Total # of Household members 11 28-

E. EMPLOYMENT

In household with full time job 11 29-

F. RACE

White 30-1 74.5
Black -2 7.8
Latino -3 13.6
Oriental -4 1.4
Other -5 0.7

Refused 1.6

G. HOME OWNERSHIP

Own 31-1 66.1
Rent -2 30.5

Refused 2.5

H. LENGTH OF RESIDENCE

Less than 1 year 32-1 4.3
1 - 3 years -2 16.5
4 - 5 years -3 6.7
Over 5 years -4 68.9

Refused 3.0

I. OCCUPATION

Job Title: see attached 33-
Industry: 34-

J. AREA OF RESIDENCE

see attached

35-
36-

K. EDUCATION (Highest completed)

Up to Ninth Grade.....	37-1	5.2
Some High School.....	-2	6.8
High School Graduate	-3	16.5
Technical/Vocational School.....	-4	4.9
Some College	-5	22.3
AA Degree	-6	8.7
College Graduate (BA/BS)	-7	19.7
Some Graduate School	-8	2.3
Graduate Degree: MA,MS,MBA,Ph.D. ...	-9	11.6
<i>Refused</i>		2.0

L. TOTAL HOUSEHOLD INCOME

Less than \$10,000	38-1	8.1
\$10,000 - 14,999	-2	9.7
\$15,000 - 24,999	-3	15.6
\$25,000 - 34,999	-4	14.8
\$35,000 & Over	-5	29.1
<i>Refused</i>		22.3

M. To Which Radio Station Do You Listen?

Do not listen to radio	39-1	25.9
<i>Do listen</i>	-2	73.8
Do you ever listen to Public Radio		
Station KPCC - 89.3 FM on your dial?		
Yes	40-1	19.2
No	-2	80.8

IF "YES:

What kind of program do you listen to?

NATIONAL PUBLIC RADIO	41-	4.2
LOCAL NEWS	42-	6.9
JAZZ	43-	3.6
CLASSICAL MUSIC	44-	7.2
DRAMA	45-	0.9
PUBLIC DEBATES & DISCUSSIONS.....	46-	2.6
PCC SPORTS	47-	2.6
UCLA Women's BASKETBALL	48-	0.3
HIGH SCHOOL SPORTS	49-	1.2
WHITTIER COLLEGE BASKETBALL	50-	0.1

* FOR VERIFICATION PURPOSES, ONLY

*
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*
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